## IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended): A method for electronically inserting advertisement into displayed content of an electronic book, comprising steps of:

organizing sequentially a content of said electronic book into portions corresponding to more pages than what are simultaneously viewed on a single display;

inserting from a remote electronic archive an advertisement at a location within said content, said content now including said advertisement;

dividing said content including said advertisement into a plurality of discrete content amounts;

displaying at least two of said discrete content amounts on said single display, at least one of said two discrete amounts including said advertisement, said content including said advertisement embedded on a page that is displayed on said single display; and

advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said displaying step comprises displaying two of said discrete content amounts in a book representation,

said advancing step to said selected discrete content amount comprises

displaying at least two pages simultaneously moving flipping across from at least one of book right-side to the book left-side and from the book left-side to the book right-side, a corresponding one of said at least two pages simultaneously flipping being said page displaying said content including said embedded advertisement, and; and

displaying a speed of browsing through the electronic book, wherein

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the number of the at least two simultaneously moving pages is proportional to a

variable flipping speed, and

the speed of browsing through the electronic book is proportional to the variable

flipping speed.

2. (Cancelled):

3. (Currently Amended): The method of Claim 1, wherein said step of displaying ~~a~~

~~page~~at least two pages simultaneously flipping comprises:

displaying a plurality of pages flipping as a group

4. (Currently Amended): The method of Claim 1, wherein said step of displaying at

least two pages simultaneously~~a page~~ flipping further comprises:

displaying ~~a division between~~ open pages of a first side of said book representation

and a second side of said book representation at a fixed location with respect to said display

screen as different pages of said book representation are displayed when moved from said

first side to said second side of said book representation; and

displaying outer edges of said open pages on said second side of said book

representation as moving away from an imaginary dividing line between said first side of said

book representation and said second side of said book representation~~said division~~ when said

different pages are moved from said first side to said second side of said book representation.

5. (Currently Amended): The method of Claim 1, wherein said step of displaying at

least two pages simultaneously~~a page~~ flipping further comprises one of:

displaying a <u>first</u> thickness <u>image</u> of a plurality of pages moving from said first side to said second side; and

displaying a <u>second</u> thickness <u>image</u> of a plurality of pages moving from said second side to said first side.

6. (Currently Amended): The method of Claim 1, wherein said step of displaying <u>at least two pages simultaneously</u>~~a page~~ flipping further comprises:

displaying a page simultaneously bending and moving across a display to reveal an underlying page.

7. (Currently Amended): The method of Claim 1, wherein said step of displaying <u>at least two pages simultaneously</u>~~a page~~ flipping further comprises:

displaying more than one page simultaneously moving across a display, an amount of said more than one page corresponding to an increased rate of browsing.

8. (Previously Presented): The method of Claim 1, further comprising:

freezing a flipping page on a display.

9. (Previously Presented): The method of Claim 1, further comprising:

entering an address indicator;

flipping a current page; and

displaying a new page containing content corresponding to said address indicator.

10. (Previously Presented): The method of Claim 1, further comprising:

activating a link on a displayed page.

11. (Currently Amended): A system for electronically inserting advertisement into displayed content, comprising:

means for organizing sequentially content of said electronic book into portions corresponding to more pages than what are simultaneously viewed on a single display;

means for inserting from a remote electronic archive an advertisement at a location within said content, said content now including said advertisement;

means for dividing said content including said advertisement into a plurality of discrete content amounts;

means for displaying at least two of said discrete content amounts on said single display, at least one of said two discrete amounts including said advertisement, said content including said advertisement embedded on a page that is displayed on said single display; and

means for advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said means for advancing comprises

means for displaying at least two pages simultaneously flipping across from at least one of book right-side to the book left-side and from the book left-side to the book right-side, a corresponding one of said at least two pages simultaneously flipping being said page displaying said content including said embedded advertisement, and

means for displaying a speed of browsing through the electronic book,

the number of the at least two simultaneously moving pages is proportional to a variable flipping speed, and

the speed of browsing through the electronic book is proportional to the variable flipping speed.

~~means for organizing sequentially a content into more pages than what are simultaneously viewed on a single display;~~

~~means for inserting an advertisement at a location within said content, said content now including said advertisement;~~

~~means for dividing said content into a plurality of discrete content amounts;~~

~~means for displaying at least two of said discrete content amounts; and~~

~~means for advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein~~

~~said means for displaying comprises means for displaying two of said discrete content amounts in a book representation, said book representation including a first and second book thickness indicator, each of said first and second book thickness indicator being proportional to a number of pages on a respective side of said book representation, and~~

~~said means for advancing comprises means for displaying a page flipping to said selected discrete content amount.~~

12. (Currently Amended): The system of Claim 11, wherein said means for displaying <u>at least two pages simultaneously</u>~~a page~~ flipping comprises:

means for displaying a plurality of pages flipping as a group

13. (Currently Amended): The system of Claim 11, wherein said means for displaying <u>at least two pages simultaneously</u>~~a page~~ flipping further comprises:

means for displaying ~~a division between~~ open pages of a first side of said book representation and a second side of said book representation at a fixed location with respect to said display screen as different pages of said book representation are displayed when moved from said first side to said second side of said book representation; and

means for displaying outer edges of said open pages on said second side of said book

representation as moving away from an imaginary dividing line between said first side of said

book representation and said second side of said book representationsaid division when said

different pages are moved from said first side to said second side of said book representation.


14. (Currently Amended): The system of Claim 11, wherein said means for

displaying at least two pages simultaneouslya page flipping further comprises one of:

means for displaying a first thickness image of a plurality of pages moving from said

first side to said second side; and

means for displaying a second thickness image of a plurality of pages moving from

said second side to said first side.


15. (Currently Amended): The system of Claim 11, wherein said means for

displaying at least two pages simultaneouslya page flipping further comprises:

means for displaying a page simultaneously bending and moving across a display to

reveal an underlying page.


16. (Currently Amended): The system of Claim 11, wherein said means for

displaying at least two pages simultaneouslya page flipping further comprises:

means for displaying more than one page simultaneously moving across a display, an

amount of said more than one page corresponding to an increased rate of browsing.


17. (Previously Presented): The system of Claim 11, further comprising:

means for freezing a flipping page on a display.

18. (Previously Presented): The system of Claim 11, further comprising:

means for entering an address indicator;

means for flipping a current page; and

means for displaying a new page containing content corresponding to said address

indicator.


19. (Previously Presented): The method of Claim 11, further comprising:

means for activating a link on a displayed page.


20. (Currently Amended): A computer readable storage medium, including encoded

computer program instructions that ~~program product including instructions configured to~~

cause a computer to implement a method ~~execute the following steps~~ comprising:

organizing sequentially content of said electronic book into portions corresponding to

more pages than what are simultaneously viewed on a single display;

inserting from a remote electronic archive an advertisement at a location within said

content, said content now including said advertisement;

dividing said content including said advertisement into a plurality of discrete content

amounts;

displaying at least two of said discrete content amounts on said single display, at least

one of said two discrete amounts including said advertisement, said content including said

advertisement embedded on a page that is displayed on said single display; and

advancing to a selected discrete content amount other than said at least two discrete

content amounts, wherein

said instructions for advancing include instructions for

<u>displaying at least two pages simultaneously flipping across from at least one</u>

<u>of book right-side to the book left-side and from the book left-side to the book right-</u>

<u>side, a corresponding one of said at least two pages simultaneously flipping being said</u>

<u>page displaying said content including said embedded advertisement, and</u>

<u>displaying a speed of browsing through the electronic book,</u>

<u>the number of the at least two simultaneously moving pages is proportional to a</u>

<u>variable flipping speed, and</u>

<u>the speed of browsing through the electronic book is proportional to the variable</u>

<u>flipping speed.</u>

~~organize sequentially a content into more pages than what are simultaneously viewed~~

~~on a single display;~~

~~insert an advertisement at a location within said content, said content now including~~

~~said advertisement;~~

~~divide said content into a plurality of discrete content amounts;~~

~~display at least two of said discrete content amounts; and~~

~~advance to a selected discrete content amount other than said at least two discrete~~

~~content amounts, wherein~~

~~said displaying step comprises displaying two of said discrete content amounts in a~~

~~book representation, said book representation including a first and second book thickness~~

~~indicator, each of said first and second book thickness indicator being proportional to a~~

~~number of pages on a respective side of said book representation, and~~

~~said advancing step comprises displaying a page flipping to said selected discrete~~

~~content amount.~~

21. (Previously Presented): The method of Claim 1, further comprising a step of:

displaying a jump cursor on at least one of said first thickness image and said second

thickness image, corresponding to a selected page that is covered by other pages.

22. (Previously Presented): The method of Claim 21, further comprising steps of:

actuating said jump cursor and flipping said other pages in a single flipping operation

so as to open said book to said selected page.

23. (Previously Presented): The method of Claim 1, further comprising steps of:

flipping and displaying content simultaneously on multiple flipping pages.

24. (Previously Presented): The method of Claim 1, further comprising steps of:

increasing a flipping speed and displaying a greater number of flipping pages in

response to increasing the flipping speed.

25. (Previously Presented): The method of Claim 1, further comprising a step of:

displaying a set of pages as a collapsed fan display.

26. (Previously Presented): The method of Claim 1, further comprising steps of:

jumping to a selected page on at least one of said first thickness image and second

thickness image, and displaying an animated image of skipped pages as a group of flipping

pages moving across the screen, a thickness of said group of flipping pages being

proportional to a number of the skipped pages.

27. (Previously Presented): The method of Claim 1, further comprising:

activating a link of a displayed page; and

advancing to a selected discrete content amount pointed to by said link.

28.     (Currently Amended):  The method of Claim 1, wherein said step of inserting from a remote electronic archive comprises:

dynamically inserting from a remote electronic archive said advertisement at said location within said content, said content now including said advertisement.

29.     (Currently Amended):  The system of Claim 11, wherein said means for inserting from a remote electronic archive comprises:

means for dynamically inserting from a remote electronic archive said advertisement at said location within said content, said content now including said advertisement.

30.     (Currently Amended):  The ~~computer program product~~ method of Claim 20, ~~wherein said instructions configured to cause a computer to insert~~ further comprising ~~comprises~~:

~~instructions configured to cause a computer to~~ dynamically inserting from a remote electronic archive said advertisement at said location within said content, said content now including said advertisement.

31.     (Currently Amended):  The method of Claim 1, wherein said step of inserting from a remote electronic archive comprises:

statically inserting from a remote electronic archive said advertisement at said location within said content, said content now including said advertisement.

32.     (Currently Amended):  The system of Claim 11, wherein said means for

inserting <u>from a remote electronic archive</u> comprises:

means for statically inserting <u>from a remote electronic archive</u> said advertisement at

said location within said content, said content now including said advertisement.


33.     (Currently Amended):  The ~~computer program product~~ <u>method</u> of Claim 20,

~~wherein~~ <u>further comprising</u> ~~said instructions configured to cause a computer to insert~~

~~comprises~~:

~~instructions configured to cause a computer to~~ statically inserting <u>from a remote</u>

<u>electronic archive</u> said advertisement at said location within said content, said content now

including said advertisement.


Claims 34-36. (Cancelled):